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**CUSTOMER SATISFACTION OF ONLINE SHOPPING  
AMONG EMPLOYEES OF CMA CGM GROUP  
MALAYSIA**

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**UUM**  
Universiti Utara Malaysia

**MASTER OF SCIENCE (MANAGEMENT) UNIVERSITI  
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**CUSTOMER SATISFACTION OF ONLINE SHOPPING AMONG  
EMPLOYEES OF CMA CGM GROUP MALAYSIA**

**By**

**LEEGINGANK**



**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
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(Management)**



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## ABSTRACT

The purpose of this study is to investigate the relationship of perceived ease of use, service quality, website design and online security towards customer satisfaction of online shopping among employees of CMA CGM group Malaysia. 234 sets of questionnaires were distributed using systematic random sampling method. Out of 234 questionnaires only 224 set of questionnaires were returned. Questionnaire collected were usable with a response rate of 95.7%. The data collected were analysed using Statistical Package for Social Science (SPSS) version 23.0. Then, reliability analysis, descriptive analysis and inferential analysis were conducted. Through the reliability analysis, all variables used in this study are reliable with the value of each variable exceeds 0.6 as suggested by previous researcher. Besides, this study found that all the independent variables significantly relationship with customer satisfaction of online shopping among employees of CMA CGM group Malaysia ( $p < 0.01$ ). Through the regression model ( $r = 0.653$ ,  $r^2 = 0.426$ ), it indicated that 42.6% of customer satisfaction of online shopping among employees of CMA CGM group Malaysia was influenced to all the independent variables that are perceived ease of use, service quality, website design and online security. Customer satisfaction of online shopping among employees of CMA CGM group Malaysia is influenced mostly by online security. Next, the influence factors to customer satisfaction of online shopping among employees of CMA CGM group Malaysia were followed by perceived ease of use, service quality, website design, and lastly information quality. Future improvement this research, future research may conduct a qualitative research and added several appropriate variables.

**Keywords:** customer satisfaction, online shopping, online security, quality

## ABSTRAK

Tujuan kajian ini dilakukan untuk menyiasat hubungan antara persepsi mudah guna, kualiti perkhidmatan, keselamatan atas talian, reka bentuk laman web dan kualiti maklumat terhadap kepuasan pelanggan membeli-belah atas talian di kalangan pekerja-perkerja di CMA CGM kumpulan Malaysia. 234 set soal selidik telah diedarkan menggunakan kaedah persampelan rawak mudah. Wajau bagaimanapun, hanya 224 set soal selidik telah dipulangkan semula. Kesemua soal selidik yang dikumpul boleh digunakan dengan kadar respon sebanyak 95.7%. Data yang diperolehi dianalisis dengan menggunakan Pakej Statistik Sains Sosial (SPSS) versi 23.0. Kemudian, analisis kebolehpercayaan, analisis deskriptif dan analisis inferensi telah dijalankan. Melalui analisis kebolehpercayaan, semua pembolehubah yang digunakan dalam kajian ini adalah boleh dipercayai dengan nilai setiap pembolehubah melebihi 0.6 seperti yang dicadangkan oleh penyelidik terdahulu. Selain itu, hasil kajian mendapati bahawa semua pembolehubah tidak bersandar mempunyai hubungan ketara dengan kepuasan pelanggan membeli-belah dalam talian atas pekerja-perkerja di CMA CGM kumpulan Malaysia ( $p < 0.01$ ). Melalui model regresi ( $r = 0.653$ ,  $r^2 = 0.426$ ), ia menunjukkan bahawa 42.6% daripada kepuasan pelanggan membeli-belah atas talian dikalangan pekerja-perkerja di CMA CGM kumpulan Malaysia telah dipengaruhi untuk semua pembolehubah tidak bersandar. Kepuasan pelanggan membeli-belah atas talian di dalam pekerja-perkerja di CMA CGM kumpulan Malaysia dipengaruhi kebanyakannya oleh keselamatan atas talian. Seterusnya, faktor pengaruh kepada kepuasan pelanggan membeli-belah atas talian di dalam pekerja-perkerja di CMA CGM kumpulan Malaysia dan persepsi mudah guna, kualiti perkhidmatan, reka bentuk laman Web, dan akhir sekali kualiti maklumat. Dalam usaha untuk meningkatkan lagi kajian ini, kajian akan datang boleh menjalankan penyelidikan kualitatif dan menambah beberapa pembolehubah yang sesuai.

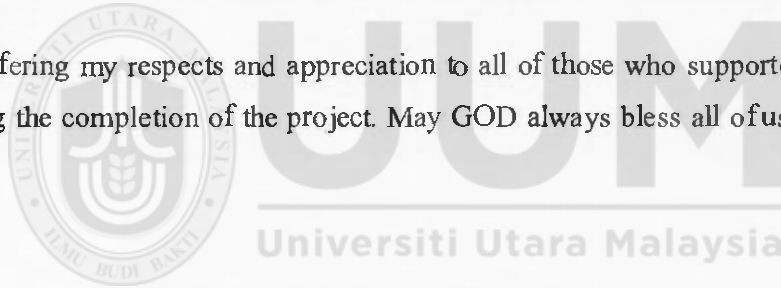
**Kata kunci:** kepuasan pelanggan, membeli belah secara talian, keselamatan atas talian, kualiti

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## LIST OF ABBREVIATIONS

CMA CGM.....	Compagnie Maritime d'Affrètement Compagnie Générale Maritime
KMO.....	Kaiser-Meyer-Olkin
PEOU.....	Perceived Ease of Use





## **CHAPTER1 INTRODUCTION**

### **1.1 Background of the Study**

Malaysia has significant increase number of internet users from the year 2010 only have 3.7 million users increase to 21.2 million in the year 2016 and the percentage growth more than 470% (Malaysia Internet Usage and Marketing Report, 2016). Based on the reports shows that overall have 35.3% of users that use the internet to do online shopping and make a reservation. The internet makes people readily exposed to the information and getting closer from each other.

Globalisation has changed the business market which companies run their businesses in a different way like through online they can sell their product all around the world. The method for people to purchase something is different now; it changes to shopping through wall and mortar into online shopping through the internet (Lee, Eze, & Ndubisi, 2011). Peoples can easily purchase the products within few clicks through the internet online shopping platform.

People love to live a convenient lifestyle, and online shopping was having the advantage as peoples can purchase things without the step out from the bedrooms. Nowadays online shopping has become the latest trend of the business model. Online shopping, provides the fastest and most convenient shopping method that generates a whole new experience for customers to shop online. Although traditional shopping method has its advantage however online shopping has the benefits of speed, convenience, variation, comparison, and cheapness. In this modern age, this concept is accepted and loved by many peoples. As Malaysia, online consumers are agreed on

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## Appendix



### UNIVERSITI UTARA MALAYSIA

Dear Respondent,

I am a Master of Science (Management) student from Universiti Utara Malaysia. It would be appreciated if you could complete this survey.

This survey is conducted to fulfil the Master of Science (Management) requirements undertaken by the researcher in which focusing on the online shopping customer satisfaction acceptance among workers in CMA CGM Malaysia SDN BHD,

There are two sections in this survey and consist of section A and B. It will only take 10 – 15 minutes to complete the survey. Please note that there is no correct or wrong answer for this survey. Therefore, you are free to complete the survey as honest as possible. All the information obtained is strictly confidential and will only be used for the purpose of the study.

Should you have any queries regarding this research please do not hesitate to contact me at [gingank@gmail.com](mailto:gingank@gmail.com). Thank you very much for your cooperation in responding to the questionnaire. Your participation in this study is greatly appreciated.

Yours sincerely,  
LeeGinGank  
MSc Candidate

**BAHAGIAN A: MAKLUMAT DEMOGRAFI**  
**SECTION A: DEMOGRAPHIC INFORMATION**

Sila tanda (✓) pada ruangan yang sesuai atau isi pada tempat kosong yang mana bersesuaian.

*Please check (✓) in the appropriate box or fill in the blank where appropriate.*

1. Jantina (*Gender*):  
☐ Lelaki (*Male*)  
☐ Perempuan (*Female*)
2. Taraf perkahwinan (*Marital status*):  
☐ Bujang (*Single*)  
☐ Berkahwin (*Married*)  
☐ Janda/duda/bercerai (*Divorced/widowed*)
3. Tahap pendidikan tertinggi (*Highest educational level*):  
☐ LCE/SRP/PMR  
☐ MCE/SPM/SPMV  
☐ HSC/STPM  
☐ Diploma  
☐ Sarjana Muda (*Degree*)  
☐ Lain-lain, sila nyatakan (*Others, please specify*):  
\_\_\_\_\_
4. Bangsa (*Race*):  
☐ Melayu (*Malay*)  
☐ Cina (*Chinese*)  
☐ India (*Indian*)  
☐ Lain-lain, sila nyatakan (*Others, please specify*):  
\_\_\_\_\_
5. Umur (*Age*):  
☐ 20-29  
☐ 30-39  
☐ 40-49  
☐ 50 dan ke atas (*50 and above*)
6. Pendapatan (*Income*):  
☐ RM1 001-RM2000  
☐ RM2001-RM3000  
☐ RM3001-RM4000  
☐ RM4001 dan ke atas (*RM4001 and above*)

**SOAL SELIDIK KEPUASAN PELANGGAN ATAS TALIAN**  
**(SURVEY OF ONLINE SHOPPING CUSTOMER SATISFACTION)**

**BAHAGIAN B : KEPUASAN PELANGGAN MEMBELI-BELAH ATAS**  
**TALIAN**

**Section B : Online shopping customer satisfaction**

Fikirkan tentang niat anda untuk membeli-belah secara atas talian. Sejauh manakah anda bersetuju atau tidak bersetuju dengan setiap kenyataan di bawah yang menggambarkan niat anda untuk membeli-belah secara atas talian? **Bulatkan** jawapan anda berpandukan skala di bawah. *(Think about your satisfaction while shop online. To what extent you agree or disagree whether each statement below describes your satisfaction while shop online? Circle your answer using the scale below).*

**Bulatkan** jawapan anda berpandukan skala di bawah.

*(Circle your answer using the scale below).*

Sangat tidak setuju (Strongly disagree)	Tidak setuju (Disagree)	Berkecuali (Neither agree nor disagree)	Setuju (Agree)	Sangat setuju (Strongly agree)
1	2	3	4	5



**i) Kualiti Perkhidmatan**  
**(Service Quality)**

1	Pertanyaan dijawab secara segera.  <i>(Inquiries are answered promptly.)</i>	1	2	3	4	5
2	Syarikat bersedia and sudi untuk memberi maklum balas kepada keperluan pelanggan.  <i>(The company is ready and willing to respond to customer needs.)</i>	1	2	3	4	5
3	Pegawai perkhidmatan pelanggan sentiasa bersedia untuk membantu saya.  <i>(Customer service personnel are always willing to help me.)</i>	1	2	3	4	5

**II) KESELAMATAN ATAS TALIAN**

**(Online Security)**

1	Laman web ini mempunyai ciri-ciri keselamatan yang mencukupi.  <i>(The website has adequate security features.)</i>	1	2	3	4	5
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2	Saya yakin bahawa laman web ini boleh dipercayai.  <i>(I feel I can trust this website.)</i>	1	2	3	4	5
3	Saya berasa selama apabila melaksanakan transaksi di laman website ini.  <i>(I feel safe in my transactions with this website.)</i>	1	2	3	4	5



### III) REKABENTUK LAMAN WEB

*(Website Design)*

**UUM**  
Universiti Utara Malaysia

1	Saya suka susun atur laman web ini.  <i>(I like the layout of the website.)</i>	1	2	3	4	5
2	Halaman permulaan, memudahkan saya untuk mendapatkan maklumat yang saya perlukan.  <i>(The start page leads me easily to the information I need.)</i>	1	2	3	4	5
3	Laman web ini adalah mesra pengguna.  <i>(This website is user friendly.)</i>	1	2	3	4	5

4	Saya mendapati bahawa laman web ini mudah bergerak dari satu ke lain.  <i>(I found it easy to move around in this website.)</i>	1	2	3	4	5



#### IV) KUALITI MAKLUMAT

*(Information Quality)*

**UUM**  
Universiti Utara Malaysia

1	<p>Maklumat yang paparkan di laman web ini mudah difahami.</p> <p><i>(The information provided at the website is easily understandable.)</i></p>	1	2	3	4	5
2	<p>Maklumat yang ada dalam laman web ini lengkap dengan keputusan membeli.</p> <p><i>(The information on the website is complete for purchase decisions.)</i></p>	1	2	3	4	5
3	<p>Saya dapat mencari semua maklumat secara terperinci untuk barangan yang saya perlukan.</p>	1	2	3	4	5

	<i>(I can find all the detailed information of the goods I need.)</i>					
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## V) PERSEPSI ATAS KEMUDAHAN PENGGUNAAN

### *(Perceived ease of use (PEOU))*

1	<p>Belajar menggunakan laman web membeli-belah atas talian untuk membeli sesuatu produk adalah mudah bagi saya, walaupun untuk kali pertama.</p> <p><i>(Learning to use the online shopping website to buy a product would be easy for me, even for the first time).</i></p>	1	2	3	4	5
2	<p>Menggunakan laman web membeli-belah atas talian untuk membeli sesuatu produk adalah mudah untuk saya.</p> <p><i>(Using the online shopping website to buy a product would be easy to do for me).</i></p>	1	2	3	4	5
3	<p>Laman web membeli-belah atas talian adalah mudah digunakan untuk saya membeli-belah..</p> <p><i>(Online shopping website would be easy to be use to do my shopping).</i></p>	1	2	3	4	5

## VI) KEPUASAN PELANGGAN

(Customer Satisfaction)

1	Pilihan saya untuk membeli dari laman web ini adalah yang bijak.  <i>(My choice to purchase from this website was a wise one.)</i>	1	2	3	4	5
2	Saya benar-benar menikmati pembelian dari laman web ini.  <i>(I have truly enjoyed purchasing from this website.)</i>	1	2	3	4	5
3	Saya berpuas hati dengan keputusan baru-baru ini semasa membeli dari laman web ini.  <i>(I am satisfied with my most recent decision to purchase from this website.)</i>	1	2	3	4	5

**KAJI SELIDIK TAMAT (END OF QUESTIONNAIRE)**

**TERIMA KASIH (THANK YOU)**